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From: John C. Pokotylo, Esq.

Date: June 25, 2007

Number of Pages Including Cover: 58

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.) (in duplicate);
- 3) Request for a Two (1) Month Extension of Time (2 pgs.);
- 4) Appeal Brief (33 pgs.);
- 5) Claims Appendix (17 pgs.);
- 6) Evidence Appendix (1 pg.); and
- 7) Related Proceedings Appendix (1 pg.).

Attorney Docket No.: Google-41 (GP-099-00-US)

Appl. No.: 10/750,451

Applicants: Ross KONINGSTEIN, et al.

Filed: December 31, 2003

Title: SUGGESTING AND/OR PROVIDING TARGETING CRITERIA FOR ADVERTISEMENTS

TC/A.U.: 3622

Examiner: Michael Bekerman

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Modified PTO/SB/21 (08-00)

Approved for use through 10/31/2002. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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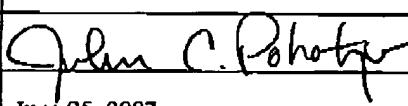
		Application Number	10/750,451
		Filing Date	December 31, 2003
		First Named Inventor	Ross KONINGSTEIN
		Group Art Unit	3622
		Examiner Name	Michael Bekerman
Total Number of Pages In This Submission		Attorney Docket Number	Google-41 (GP-099-00-US)

ENCLOSURES (check all that apply)

<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final	<input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address	<input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt
<input checked="" type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund	<input type="checkbox"/> Other Enclosure(s) (please identify below): - CLAIMS APPENDIX - RELATED PROCEEDINGS APPENDIX - EVIDENCE APPENDIX
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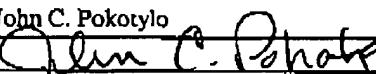
Remarks

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	June 25, 2007

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Modified PTO/SB/17 (01-03)
 Approved for use through 04/30/2003, OMB 0651-0032
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FEE TRANSMITTAL for FY 2006

Effective 12/08/2004. Patent fees are subject to annual revision.

Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 950.00)

Complete if Known

Application Number	10/750,451	RECEIVED
Filing Date	December 31, 2003	CENTRAL FAX CENTER
First Named Inventor	Ross KÖNINGSTEIN	JUN 25 2007
Examiner Name	Michael Bekerman	
Art Unit	3622	
Attorney Docket No.	Google-41 (GP-099-00-US)	

METHOD OF PAYMENT (check all that apply)

Check Credit card Money Order Other None

Deposit Account

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 Deposit Account Name Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)
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FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity Small Entity

Fee Code (\$)	Fee Code (\$)	Fee Description	Fee Paid
1051 130	2051 65	Surcharge - late filing fee or oath	
1052 50	2052 25	Surcharge - late provisional filing fee or cover sheet	
1053 130	1053 130	Non-English specification	
1812 2,620	1812 2,620	For filing a request for ex parte reexamination	
1804 920*	1804 920*	Requesting publication of SIR prior to Examiner action	
1805 1,840*	1805 1,840*	Requesting publication of SIR after Examiner action	
1251 120	2251 60	Extension for reply within first month	
1252 450	2252 225	Extension for reply within second month	450.00
1253 1,020	2253 510	Extension for reply within third month	
1254 1,590	2254 795	Extension for reply within fourth month	
1255 2,160	2255 1,080	Extension for reply within fifth month	
1401 500	2401 250	Notice of Appeal	
1402 500	2402 250	Filing a brief in support of an appeal	500.00
1403 1,000	2403 500	Request for oral hearing	
1451 1,510	1451 1,510	Petition to Institute a public use proceeding	
1452 500	2452 260	Petition to revive - unavoidable	
1453 1,500	2453 750	Petition to revive - unintentional	
1501 1,400	2501 700	Utility Issue fee (or reissue)	
1502 800	2502 400	Design Issue fee	
1503 1,100	2503 550	Plant Issue fee	
		Petitions to the Commissioner - check fee sheet	
1807 50	1807 50	Processing fee under 37 CFR 1.17(c)	
1806 180	1806 180	Submission of Information Disclosure Stmt	
8021 40	8021 40	Recording each patent assignment per property (times number of properties)	
1809 790	2809 395	Filing a submission after final rejection (37 CFR 1.129(a))	
1810 790	2810 395	For each additional invention to be examined (37 CFR 1.129(b))	
1801 790	2801 395	Request for Continued Examination (RCE)	
1802 900	1802 900	Request for expedited examination of a design application	
Other fee (specify)			
*Reduced by Basic Filing Fee Paid		SUBTOTAL (3) (\$ 950.00)	

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SUBMITTED BY

(Complete if applicable)

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 542-9070
Signature		Date	June 25, 2007		

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